

Set up this great **PHILIP MORRIS**



POSTER
SIZE 20" x 27"

VACATION PROMOTION

in your store!



WINDOW STREAMER
SIZE 16" x 22"

FREE CIGARETTE CASES for your
Customers—When They Buy a Carton of **PHILIP MORRIS**!

BUILDS SALES . . . STORE TRAFFIC . . . GOOD WILL

To build summer sales, Philip Morris is offering **FREE** of extra cost a beautiful clear plastic cigarette case with every purchase of a carton of Philip Morris, King Size or Regular. Perfect for vacation; protects cigarettes from water, sand, dirt.

We'll set up this **VACATION SPECIAL** in *any store—anywhere!* Display material

includes a beautiful 20" x 27" poster in full color featuring Gale Storm, popular star of the Philip Morris Radio and Television program, "My Little Margie." Also an attractive display piece 16" x 22" for bins, windows, shelves or wall. It's all **FREE!** Get it all from your Philip Morris man. Or write today to:

"**VACATION SPECIAL**," **PHILIP MORRIS**,
100 PARK AVENUE, NEW YORK 17, N. Y.



**CALL
FOR**

PHILIP MORRIS

NO I.D.

